

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT LAKESHORE ECO-ECONOMIC &
MICRO-INCUBATOR STUDY SUB-COMMITTEE MEETING
FRIDAY, April 12, 2013**

A Regular Meeting of the Economic Development Lakeshore Eco-Economic & Micro-Incubator Study Sub-Committee was held on Friday, April 12, 2013 in the City of Deltona's 2nd Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 3:38 p.m. by Chairman Brady.

2. ROLL CALL & DETERMINATION OF QUORUM:

Chairman	Roy Braddy	Present
Vice Chairman	John "Jack" Kesler	Present
Sub-Committee Member	Tanya Boggs	Present
Sub-Committee Member	Joe Cerrato	Absent (excused)
Sub-Committee Member	Bob Desmond	Present
Sub-Committee Member	Janet Deyette	Absent (excused)
Sub-Committee Member	Jean Guida	Absent (excused)
Sub-Committee Member	Christine Peacock	Present
Staff Liaison	Jerry Mayes	Present

Also in attendance: John Kizer, DOED

3. PLEDGE OF ALLEGIENCE: Pledge was recited.

4. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – March 8, 2013:

Chairman Braddy asked if everyone had a chance to review the minutes from March 8, 2013 and if there was any discussion; if not a motion is in order.

Motion was made by Ms. Boggs, seconded by Vice Chairman Kesler to approve the minutes for March 8, 2013 as published.

Motion carried with members present voting unanimous.

B. Additions or Deletions to the Agenda: None

5. WELCOME OF GUESTS & PUBLIC:

John Kizer introduced himself stating he was with the County Division of Economic Development.

6. CITY LIAISON REPORT:

Mr. Mayes first directed the members to take a look at the envelope included in their packets that contains an invitation to the dedication of the Audubon Park at 3:00pm on April 19th. He stated the Audubon Park is located on Lush Lane at Doyle Rd. and there will be directional signs. He added this park was built as a stormwater retention area under the St. Johns River Water Management District but the City received a grant and turned it into a bird watching park. He stated this was done in conjunction with the Audubon Society and it is part of the Lakeshore Eco-Economic Project that is ongoing. He added that he hopes within 45 – 60 days to put in front of the City Commission as a recommendation at a workshop an eco-economic plan that will probably be discussed at the next sub-committee meeting. He stated he has been

in contact with the County, County Council members, E.P.S. and other to get as many on board with this as possible.

A. Update on DSC as educational partner in Micro-Incubator, syllabus and pricing:

Mr. Mayes directed the members to a letter from DSC where they have agreed to be the Institute of Higher Learning (IHL) just as the University of Central Florida is the County's micro-incubator. He stated the letter lists what they are putting forward and we will need to have discussion at an upcoming meeting. He stated he will email a copy out to the member for their review.

B. Chris Hardman's updates on "build-out":

Mr. Mayes reported that the renovations of his facility began about April 1st with the removal of some of the old walls and carpet and they are looking at about 45 days or possibly the middle of May for completion. He stated the sub-committee needs to work on finalizing this report so that it can be forwarded to the Commission.

7. OLD BUSINESS:

A. Public Sector Participants contributions: None

8. NEW BUSINESS:

A. Continue review and discussion of Micro-Incubator regarding City subsidies:

Chairman Braddy stated looking at the minutes they had been discussing questions 4 and 5 regarding how to handle additional parking for vehicles and employees. Mr. Mayes suggested they should go over what was agreed to at the last meeting referring the members to the minute's page 3 of 3, lines 6, 7 and 8. Chairman Braddy listed the four things agreed upon; 1) Subsidy set at 60/40/20, 2) Recommended a 3 year timeline, 3) Recommended subsidies in a declining 60/40/20 annual reduction with an option for a 1 year extension depending on the growth of the company and 4) recommended subsidies for parking in a declining 60/40/20 annual reduction for a maximum number of up to 5 parking spaces. He began the discussion of question 5 regarding the need for additional warehouse space suggesting the company can lease a space but what about subsidies. The discussion included suggestions that the same 60/40/20 subsidy be used, the business would have to put forth a business plan that indicates the need for additional space, benchmarks such as classes or performance goals would have to be met, a cap on the dollar or 3,000 square footage amount and possibly a diminished amount depending on the businesses' growth. Chairman Braddy stated they would need to know how much the rental cost for the space would be. Mr. Mayes stated the cost is based on the size; the spaces range from a 5X5 to a 20X30. He suggested adding a 15th question regarding how they would keep a company in Deltona once they grow and graduate. He stated that Mr. Hardman had indicated that his company may be interested in doing a small commercial building and he had talked with a couple of other businesses in the City who may also be interested in doing something along that line which would allow businesses to grow and stay local. There was concern expressed that subsidizing large growth may use the entire budget for the program. Mr. Mayes explained the Micro-Incubator program is there to initially help the businesses move out of their homes, grow and create jobs for a specified amount of time; that is what the incentive money that the City has set aside is for and an appointed governing body will review any additional subsidy. He stated the sub-committee is making a recommendation to send forth a request to use some of the money set aside for incentives to the Commission for action and asked that there be a motion on what they had discussed. Chairman Braddy gave a recap of the discussion regarding additional space that included 1) City incentive of 60/40/20 with an annual reduction under the initial plan; 2) any request for additional space needed would have to go to a governing board under separate application for approval and asked for a vote.

The members present concurred unanimously with Chairman Braddy's recap as stated.

Mr. Desmond questioned if they should make a motion first.

Mr. Mayes restated the motion as an incentive of 60/40/20; 60% 1st year, 40% 2nd year and 20% the 3rd year regarding the storage, warehouse and bays with any additional to the basic business plan that is agreed upon by the Board approving them to come into the Micro-Incubator will have to apply under separate application to the Board and/or the Commission. Chairman Braddy asked for a vote.

The members present concurred unanimously.

Chairman Braddy stated the next question is #6 that asked if Daytona State College (DSC) be the institute of higher learning (IHL) and will their courses be required. After a brief discussion Mr. Mayes gave a recap that the sub-committee was in agreement with DSC being the IHL and that the business would be required to take basic business courses.

Mr. Mayes read a motion on question #6 that read the sub-committee recommends to the Commission that under the program companies would be required to take basic business courses as outlined by DSC which is the IHL associated with the micro-incubator. Chairman Braddy asked for a vote.

The members present concurred unanimously.

Ms. Peacock asked if the business already has the basics do they just take a higher level course. Mr. Mayes stated in talking to DSC if they already have the basic such as using Quicken and other things other courses can be substituted and a curriculum is being developed. He added we will need to discuss this at another meeting. He asked that the members forward any ideas or comments to him and he will forward them to the other members.

Chairman Braddy asked to move to question #7 regarding if a business fails to make the grade do they lose their City subsidy. After discussion Mr. Mayes read a potential motion for question #7.

Motion regarding question #7 was read by Mr. Mayes recommending the businesses attend non-credited courses via DSC the IHL and its associated groups. The businesses would be required to take courses which can be scholar shipped the 1st time offered and required. If the business does not attend, participate and complete the required course they must ask for a review and approval from the City governing body for the micro-incubator or lose City subsidy.

The members present concurred unanimously.

Chairman Brady asked to move to question #8 regarding whether the business must have a business plan to apply and be reviewed by S.C.O.R.E. or the Small Business Development Center (S.B.D.C.). Mr. Mayes suggested you may want to review this one and move this one into the basic contract with the micro-incubator and not part of the DSC IHL contract. Ms. Boggs suggested the most important part of the contract will be the business plan with a minimum of 3 years projections; it is how you get commitment from them. She added they can use S.C.O.R.E. and S.B.D.C. to develop the plan and to revise it each year during the incubator process.

Motion regarding question #8 was read by Mr. Mayes recommending the requirement to have a business plan with a minimum of 3 years projections to apply so they can be graded over the 3 years

that they are part of the micro-incubator.

The members present concurred unanimously.

9. MEMBER COMMENTS: None

10. PUBLIC COMMENTS:

11. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.

Next meeting scheduled for Friday, May 10, 2013 at 3:30 p.m. in the 2nd Floor Conference Room.

12. ADJOURNMENT:

Motion was made by Vice Chairman Kesler, seconded by Mr. Desmond to adjourn the meeting.

Motion carried with members present voting unanimously.

Meeting adjourned at 4:30 p.m.

Roy Braddy, Chairman

ATTEST:

Janet Day, Admin. Assistant II